



Prior Meeting Minutes: 1/24/2023

Protectors of Animals, Inc.

Board Meeting

January 24, 2023 at 6:30 p.m.

Attendance (X = in attendance)

Board				
Jody Macrina	Nico Ciraldo	Rachel Casey	Steven Black	Jim Byrne
X				X
Christine Green	Abigail Jackson	Mary Kelly	Andrew Kim	Jess Sokol
		X	X	X

Advisors	
Kelly Rossitto	Joanne Freeman
X	X

Minutes

1. Call to Order 6:40pm
2. Consent Agenda – J. Byrne motioned, M. Kelly seconded, approved.
 - Minutes of the December 20, 2022 Board of Directors Meeting – Attached
 - Clinic Report – Attached
 - Donation Report – Attached
3. Business Update – J. Macrina
4. Fundraising – J. Sokol
 - Upcoming events
 - **Calendar:** Funds raised as of 1/18: **\$5,706**. Sales are being now to promote more sales; leftovers will go to the placement teams to be given to new adopters.
 - **Big fundraiser:** On hold.
5. Social Media – A. Kim
 - Currently in the process of scheduling a team meeting
 - The team is doing a great job of posting and sharing content!
6. Finance – N. Ciraldo
 - Revenue (Gross Profit) for December is currently **up ~47%** from the Prior Month of November. This is primarily driven by a large bequest of ~\$48k and Fund Raisers being **up ~653%**
 - Cat Adoptions are **down ~20%**
 - Dog Adoptions are **down ~52%**
 - Fund Raisers are **up ~653%**
 - General Donations are **down ~4%**
 - Clinic Services rose from the prior month by **~33%**



- Total Expenses are **down ~22%** from the Prior Month
 - Compared to the prior month of November we are showing and increase of Net Revenue by ~586%. This represents our strongest month over month reporting for 2022.
7. Investment –J. Bryne, R. Casey
- Executed on some investment options for cash.
 - Please note: R. Casey has a conflict of interest and will recuse herself from any discussions about specific investment recommendations.
8. Clinic & Shelter Report – J. Freeman
- Clinic
 - Numbers will be drastically lowered for January and into February due to training.
 - Heather Sartorelli is scheduled to be at the clinic February 6th -9th for continuing education for clinic staff.
 - Shelter
 - Shelter Updates - Hiring in process for Shelter Manager.
9. Program Coordinator Report – K. Rossitto
- Donor Management
 - Year-End Appeal: 1/19: **\$52,679**
 - POA Calendar: Funds raised as of 1/18: **\$5,706**
 - TNR: APCP Grant for Feral Cat Vouchers Received and 150 vouchers
 - ShelterLuv: Still delayed implementation.
 - APCP Vouchers: When a client qualifies for the low income voucher program through the department of agriculture, their voucher covers all but \$50 for dogs and \$10 for cats. After discussion, the price will be raised to \$75; the client will give a \$100 deposit with \$25 returned as a trail run.
10. Newsletter – R. Casey
- Next: Dec/Jan newsletter to be released (ETA: late January).
11. Roundtable: 1 Location / Capital Campaign – J. Macrina, A. Kim
- Discussions/Planning is ongoing
12. Roundtable: Shelter Visits – J. Macrina, C. Green, R. Casey, A. Kim, J. Bryne
- Visited Wethersfield shelter:
 - J. Byrne and A. Kim shared their experiences visiting. Difficult to find behind the public works department. Very small facility with rows of dog cages on each side; no bathroom facility until recently when a portable restroom was added.
 - Suggestions for now: 1) Add hotspot for internet access, 2) Adding volunteers – there has been a push on social media.
 - J. Macrina is meeting with mayor of Wethersfield on Friday along with a team leader, volunteers (including residents), and police department lieutenant. Outcry is coming from residents, which may initiate change.



- J. Macrina had a meeting with the municipal shelter task force this morning. A bill is being introduced (it's in the beginning stages now).
- Plans to visit East Hampton and cat shelters on Saturday, 2/4.

13. Roundtable: Other Discussion

- A. Kim: What's the status of our Board vacancies? J. Macrina will send an all-call to see if any volunteers are interested in/qualified for our Board Treasurer position. If not, we will work with Leadership Greater Hartford to recruit someone.
- A. Kim: Amazon Smile program is ending in February.
- J. Bryne: Status of big fundraiser? We need 1-2 people who are willing to take the lead. Need to pick a concept/venue/timeframe and put it out to volunteers to see if anyone is interested. In the meantime, many of the smaller fundraising events have been very successful.

14. Topics for next meeting in December:

- M. Kelly - Annual report.
- March – Town Hall
 - Discussion: Utilize the newsletter to take a quick pulse check with volunteer to determine interest and how often these should be held.
 - If we decide to have a March Town Hall, it would be March 21.

15. Adjourned 7:56pm